



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

September 23, 2015

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

SLO CBID Members Present:

Board: Shirley Lyon, Marjorie Ott, Lori Keller, John King, Mike Hanchett

County Liaison: (Absent); CAO: Cheryl Cuming

Absent: Matt Masia, Laila Kollman, Nikki Schmidt

Guests: Mark Elterman & John Sorgenfrei (Core Marketing Firm)

Note: John King left the meeting at 2pm.

Call to Order by Chair Shirley Lyon at 12:08 p.m.

Public Comment: CAO Cuming provided the H1DR pins to all board members and thanked the Cambria Town Criers, Jerry and Bev Prader.

Administrative Items:

- Consent Agenda

A motion was made by Marjorie Ott, seconded by John King to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report. Mike Hanchett asked about Visit SLO County monies, and CAO Cuming confirmed that these monies are earmarked for co-op opportunities. The current available contingency is \$158,577.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and the Visit SLO County activity report, including acknowledging Samantha Pruitt, owner of Race SLO, for working with the CBID to return the Giro funding overpayment.

- Email from Bram Winter

CAO Cuming read an email from Bram Winter regarding the County's current TOT policy with vacation rentals, and noted that there are many functioning illegally without a business license. Shirley Lyon said a dialog is opening between CCMA and the County. They're expecting to meet with the Planning Department and Board of Supervisors. Chair Lyon noted that Supervisor Gibson did state at the formation hearing for the TMD that he would focus efforts on finding illegal vacation rentals. Mike Hanchett asked what the fines are and Chair Lyon indicated that the broker can be fined \$100/day and a letter would be sent to owner to cease and desist. Marjorie Ott requested that AirBnB also be brought to the County's attention.

- Upcoming Events

The next CBID Advisory Board meetings will be held 10/28, 11/18 and 12/16 (note that November and December occur on the 3rd Wednesday).

Business/Presentations:

- There were no presentations.

DISCUSSION ITEMS

- Strategy/Topic Discussion

Draft El Niño letter to County:

The draft letter to Dan Buckshi, County CAO, was reviewed. Marjorie Ott and Lori Keller suggested a change to paragraph three, and the board agreed with the approved change.

- Core Marketing Team and Stewardship Program

Mark Elterman reviewed a PowerPoint presentation for the Fall/Winter digital campaign. In addition, a "Magical Hikes" press release was pitched to the US and Canada. Furthermore, a multi-generational travel effort is being developed for Spring campaign.

Marjorie Ott commented that the All Agency meeting is a great connection and she feels it is helping with collaboration between regions.

Co-Op Update:

John Sorgenfrei presented several options provided at the All Agency meeting, including three available through VSLOC. The focus was on three print options - CA Road Trips, Diablo Magazine, and 805 Living. It was agreed that less expensive options are needed for smaller regions. Lori Keller asked if VSLOC is including Road Trips, and CAO Cuming will contact VSLOC to inquire. Lori also suggested that we consider a matching process for co-op funding, and Marjorie Ott proposed to establish criteria to offer funds to areas with less funding. John King asked how to involve venues that are hosting large events, and Lori Keller suggested that the venues could be promoted through the multi-generational Spring campaign. CAO Cuming confirmed that this discussion will be brought to the Event Committee.

John Sorgenfrei said that there's a need to differentiate the efforts to promote H1DR separate from the countywide co-op and VSLOC. Mark Elterman wants to look at sharing contacts with local areas and will provide emails to those subscribers gained from local fund matching outreach.

Lori Keller asked about reaching out to local lodging to ask for specials, and Mark Elterman indicated that they reach out individually and also scrape data. Chair Lyon asked that a process to manage specials on the website be explored by CMT and MSC.

El Niño Plan:

Mark reviewed the meeting with Chuck Davison at VSLOC and will have a plan on 10/13.

Stewardship Program:

CAO Cuming shared an Edible article about Old Edna and their Stewardship connection, and reiterated that key messaging for stewardship will be presented in October.

Marketing Committee:

CAO Cuming reviewed the Marketing Committee report. She also shared information on CycleCentralCoast.com and Mark Elterman shared the recent article from "Leave Your Daily Hell" blog.

Collaboration Committee:

CAO Cuming reviewed the Collaboration Committee report and the possibility of whale trail placements in Los Osos, Avila Beach, Oceano and Cayucos.

Event Committee:

The Event Committee did not meet.

ACTION ITEMS

Resignation of Marjorie Ott and Cambria Board Seat:

A motion was made by Mike Hanchett, and seconded by John King, to accept Marjorie Ott's resignation with regret. The board acknowledged her efforts, including a tremendous job as past Board chair, and they wish her the best. With no further discussion, the resignation were approved by a unanimous voice vote of the Advisory Board.

Marjorie said that her property is closing on 10/29 and she will be in attendance for the 10/28 meeting. After 10/29, CAO Cuming will work with Nikki Schmidt to post the open board seat. Marjorie indicated that she would like to see someone from Cambria fill her seat. She mentioned James Davison, who is currently serving on the VSLOC board, and applauded Bram Winter's efforts and leadership with the CTB. Mike Hanchett noted that Marjorie represents a B&B, which is a smaller property. The board asked Marjorie to speak with Bram Winter and invite him to the October board meeting. Based on Bram's interest, the board would also like to consider Sean Wilkenson.

Infrastructure and Beautification Grant Program:

CAO Cuming reviewed the draft policy. Marjorie Ott said that she and CAO Cuming had met with Nikki Schmidt and is excited to see this project move forward. Mike Hanchett suggested removing "school district". Chair Lyon asked about the "\$10,000 or less" indicated in section 3. Marjorie Ott reviewed the composition of the Review Committee and CAO Cuming's role with connection to the CBID areas.

A motion was made by Lori Keller, and seconded by Marjorie Ott, to approve the policy contingent upon the removal of the reference to school districts. With no further discussion, the policy was approved by a unanimous voice vote of the Advisory Board.

- Funding Discussion and Approval

Local Fund and Matching Fund Application Approvals:

CAO Cuming reviewed 11 local fund application(s), 5 of which required CBID Board approval due to the funding amount.

Cambria Tourism Board Archer & Hound Marketing Contract:

A motion was made by Marjorie Ott, and seconded by Mike Hanchett, to approve \$465,705 for the first year of a two year marketing contract between Archer & Hound and the Cambria Tourism Board. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

Cambria Tourism Board CowParade:

A motion was made by Mike Hanchett, and seconded by John King, to approve \$14,000 for the CowParade. With no further discussion, the sponsorship was approved by a unanimous voice vote of the Advisory Board.

Visitor Alliance of Cayucos Verdin Marketing Contract:

A motion was made by Marjorie Ott, and seconded by Mike Hanchett, to approve an amount not to exceed \$70,000 for the 2015-2016 marketing contract between Verdin and Visitor Alliance of Cayucos. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

Cayucos Chamber Visitor Center & History Museum:

A motion was made by Mike Hanchett, and seconded by John King, to approve \$20,000 for the annual funding of the Cayucos Chamber Visitor Center and History Museum. With no further discussion, the funding was approved by a unanimous voice vote of the Advisory Board.

SLO Wine Lodging FreshBuzz Marketing Contract:

A motion was made by Marjorie Ott, and seconded by Mike Hanchett, to approve an amount not to exceed \$6,500 for the 2015-2016 marketing contract between FreshBuzz and SLO Wine Lodging Alliance (Edna Valley and Arroyo Grande Valley). With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

Highway 1 Alert Funding:

Marjorie Ott is interested to support the effort of the San Simeon Tourism Alliance in their initial investment of \$6,600 to create a Highway 1 Alert, with the intent to share this technology with all CBID local areas and H1DR. Mike Hanchett would like to see how this will be launched and if the members can use it. Marjorie asked the intent of the CBID board to contribute to the alert if it can be shared with the CBID and all of its regions. A motion was made to provide funding, however, it did not receive a second and was tabled for future discussion.

El Niño Crisis Communication Plan:

A proposal was presented by Mark Elterman to create a marketing communication plan to address a possible El Nino that would not exceed \$5,000. Lori Keller proposed holding off until VSLOC Crisis Communication plan is shared in October. John Sorgenfrei indicated that an alternate communication strategy is needed. Marjorie Ott supported earmarking monies for the plan to be ready. The Board agreed to table until October, pending VSLOC action.

CAO Services Contract

A motion was made by Lori Keller, and seconded by Mike Hanchett, to renew the current administrative services contract with Cheryl Cuming for 2 more years, effective January 1, 2016 to December 31, 2017. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

Event Participation Matching Fund Policy Updates

Mike Hanchett said that there needed to be clarification on the policy and more information on item 4 to emphasize the multi-regional impact. Marjorie Ott asked that on item 3c the words "support" and "all" be removed. CAO Cuming will share with all local fund boards in their October local fund meetings.

A motion was made by Lori Keller, and seconded by Marjorie Ott, to approve the revised policy contingent upon the changes requested. With no further discussion, the policy was approved by a unanimous voice vote of the Advisory Board.

Closing Comments:

Shirley Lyon shared a story from her trip to Alaska that included an otter fighting with an octopus.

Future Agenda Items:

Stewardship Traveler Messaging
Lodging Profile Enhancements for Vacation Rentals
Cycle Central Strategy for entire region.

Adjournment

The meeting was adjourned at 2:18 p.m.